

Message Text

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ORIGIN COME-00

INFO OCT-01 NEA-09 ISO-00 EB-07 HEW-06 AID-05 /028 R

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STATE/NEA/IRN/B.R.MORTON

HEW/L.VOGEL

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R 072243Z APR 75

FM SECSTATE WASHDC

TO AMEMBASSY TEHRAN

UNCLAS STATE 078644

E.O. 11652: N/A

TAGS: BEXP, IR

SUBJECT: PRODUCT OPPORTUNITY: 6000 BED HOSPITAL COMPLEX

1. INTERNATIONAL MEDICAL DEVELOPMENT CORPORATION (IMDC)
MOST INTERESTED IN AGGRESSIVELY DEVELOPING THIS MARKET
POTENTIAL.

2. PRINCIPALS OF FIRM AND CONSORTIUM

A. PRESIDENT IMDC, DR. CARL H. NEWMAN, MEMBER N.Y. STATE
BOARD OF HOSPITAL REVIEW AND PLANNING, AND HEAD OF NEWMAN
ASSOCIATES. OWNER AND OPERATOR OF PRIVATE HOSPITALS AND
HEALTH CENTERS IN U.S.

B. EXECUTIVE V.P. IMDC, VADM A.R. GRALLA, USN(RET) -
MANAGEMENT CONSULTANT.

C. JOHN TISHMAN, EXEC. V.P., TISHMAN REALTY - LARGE
BUILDER AND MANAGER REALTY ENTERPRISES IN U.S. AND ABROAD.

D. ROBERT TOWNSEND, CHAIRMAN OF BOARD OF GRUMMAN INTERNA-
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TIONAL TO BE SOURCE OF HOSPITAL COMPUTER COMPLEX SOFTWARE.

3. IMDC UNDERSTANDS THEIR FIRM REMAINS ON SHORT LIST FOR PROPOSALS ON THIS POTENTIAL AT DIRECTION OF HIM TO WHOM

BRIEFING BOOK ON IMDC WAS DELIVERED FIRST OF MARCH. BRIEFING BOOKS ALSO DELIVERED TO MINISTER OF HEALTH AND DEPUTY PRIME MINISTER AT HIS REQUEST ABOUT MARCH 15.

4. ACCORDING TO IMDC, UNIQUE FACTORS OF PROPOSAL HINGE ON ABILITY TO ADMINISTER, STAFF AND TRAIN PERSONNEL BOTH MEDICAL AND PARA-MEDICAL WHERE LIMITED NUMBERS OF EXPERIENCED DOCTORS ARE AVAILABLE. HEART OF SYSTEM IS COMPUTER COMPLEX AT EACH HOSPITAL TO SCREEN, INTERVIEW, DIAGNOSE AND PRESCRIBE TREATMENT REQUIRED. APPEARS MOST SUITABLE TO SATISFY IRAN REQUIREMENTS. COMPUTER PROGRAMS WRITTEN BY MASSACHUSETTS GENERAL HOSPITAL UNDER CONTRACT WITH NATIONAL INSTITUTE OF HEALTH AND BEING APPLIED TO EVER INCREASING NUMBER OF HOSPITALS. DR. NEWMAN HAS BEEN INVOLVED IN SET UP OF COMPARABLE SYSTEM AT OVER 15 HOSPITALS INCLUDING MORE THAN 4,000 BEDS.

5. DR. NEWMAN AND ADM. GRALLA CONSIDER PERSONAL VISIT AND BRIEFING OF GOVERNMENT OFFICIALS AT HIGHEST LEVEL WOULD BE MOST APPROPRIATE AT THIS TIME AND ARE PREPARED TO PROCEED TO TEHRAN ON TEN DAYS TO TWO WEEKS NOTICE.

6. REQUEST EMBASSY ASCERTAIN FEASIBILITY OF ARRANGING MEETING WITH THE QUEEN AND OTHER APPROPRIATE OFFICIALS ON THIS MATTER, WILL HAVE FIRM MAKE NECESSARY APPROACH TO IRANIAN EMBASSY, WASHINGTON, D.C., WITH POST CONCURRENCE. INGERSOLL

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TAGS: BEXP, IR
To: TEHRAN
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